



Social media and web links to pull material from:

Facebook: <https://www.facebook.com/AAUPNational/>

Twitter: <https://twitter.com/AAUP>

Instagram: <https://www.instagram.com/aaupnational/>

Threads: <https://www.threads.net/@aaupnational>

AAUP Photos: <https://www.flickr.com/photos/aaup/>

Media Toolkit:

Login in with your AAUP member ID to access guidelines for developing media strategy, media releases, op-eds and letters to the editor:

<https://www.aaup.org/get-involved/local-toolkit/media-relations>

Assets:

Google drive with AAUP and other logos:

<https://drive.google.com/drive/u/0/folders/1IClcnfiVFcRt3VagEbibBZ0GijhabXxU>

Free stock photos: <https://www.pexels.com/>

Free icons: <https://thenounproject.com/>

Scheduling tools:

How to schedule on X (Twitter):

<https://business.twitter.com/en/help/campaign-editing-and-optimization/scheduled-tweets.html>

Facebook has its own internal scheduling tool (Here's a how-to guide:

<https://www.facebook.com/help/389849807718635>)

Email platform with action tools (RSVPs, petitions, forms):

Action Network (feel free to reach out to me at mquinn@aaup.org with questions):

<https://actionnetwork.org/>

Easy Graphic Design tools:

Canva: <https://www.canva.com/> (free graphic design, upload your own logos, variety of formats, solid sharing tools)

Spark: <https://spark.adobe.com> (free graphic design in a variety of formats, more capabilities when linked to a paid Adobe Creative Cloud account)

Helpful trainings:

Canva: <https://www.canva.com/learn/design/tutorials/>

Facebook Ads: <https://www.facebook.com/business/learn/facebook-ads-basics>

Facebook Pages: <https://www.facebook.com/help/104002523024878/>

Building a Facebook page audience:

<https://www.facebook.com/business/learn/facebook-page-build-audience>

Easy to use website builders:

Wix (has a free version): <https://www.wix.com/>

Wordpress (has free versions): <https://wordpress.com/>

Squarespace: <https://www.squarespace.com/>

Text messaging program.

For free group messaging, try [WhatsApp](#) or [Signal](#) (both have end-to-end encryption for secure conversations). [Telegram](#) is also an option, and has a desktop version.

GetThru: Good for reaching people if you have a cell phone list with a lot of people and want a direct person-to-person way to reach them. Relatively inexpensive.

<https://www.getthru.io/thrutext/>

Communicating with leaders or internally at your chapter:

Slack: A communications tool that uses channels that can be divided up by team, project, client, or whatever else is relevant to your organization. Team members can join and leave channels as needed — unlike lengthy email chains. Free in the basic version.

<https://slack.com/features>

AAUP Color Codes:

AAUP red for digital: Hex Code #BE0B40 (see [the style guide here](#) for more color codes)

Articles of interest: ([Join the Analyst Institute for free to read](#))

<https://members.analystinstitute.org/research/moveons-measuring-persuasion-facebook-8466>

<https://members.analystinstitute.org/research/does-social-media-promote-civic-activism-a-field-experiment-with-a-civic-campaign-9915>

<https://members.analystinstitute.org/research/facebook-amplification-tests-6826>

Want more specific help with digital questions?

Contact Mariah Quinn at mquinn@aaup.org